

PBA/06-20/Cir-16715
June 11, 2020



**All Member Broadcasters
Pakistan Broadcasters Association**

Subject: Clearance of Digital Media Outstanding Dues

Dear Members,

Over the last couple of years, just like all other countries, the digital media in Pakistan has also gained significance and the Satellite TV Channels have also put their digital products front and center due to the emerging potential market of digital media advertising in Pakistan.

Just like in case of electronic media, for their digital media segment, electronic media industry has felt the need for a trusted body that they can turn to for advice and support.

Since for almost a decade now, Pakistan Broadcasters Association has been championing the cause in the interest of electronic media industry and working as a central welfare organization for electronic media including TV Broadcasters, Radio broadcasters and Advertising Agencies. With regard to growing broadcast medium, on its members' request PBA has decided to provide services for the clearance of their digital media outstanding dues and dispute resolution between digital broadcasters, advertising agencies and advertisers. PBA also aims at playing its part in the growth and development of digital media in Pakistan and to encourage digital innovation.

Member broadcasters will now be able to lodge their complaints with the PBA Secretariat for the clearance of their digital media outstanding dues. It is therefore requested to please send the dully filled in application forms along with pay-order of applicable fees in favour of Pakistan Broadcasters Association to register your digital properties with PBA.

(Application Form and Rules and Regulations for clearance of digital media dues are attached herewith)

Sincerely for

Pakistan Broadcasters Association

Muhammad Ali Butt

Executive Director